

Message Text

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PAGE 01 JIDDA 00709 270612Z

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AMEMBASSY AMMAN

AMEMBASSY DOHA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

AMCONSUL DHAHRAN

USINT BAGHDAD

UNCLAS JIDDA 0709

PASS BIC/CAGNE/RYAN

E.O. 11652: N/A

TAGS: BEXP, BTRA, SA

SUBJECT: EXPORT DEVELOPMENT OF WOOD PRODUCTS: VISIT OF JOSEPH
HEARIN

REF (A) TEL AVIV 0233 (NOTAL), (B) 76 JIDDA 7979 (NOTAL),
(C) 76 STATE 299395 (NOTAL), (D) STATE 000544 (NOTAL)

1. JOSEPH HEARIN OF HEARIN FOREST INDUSTRIES,
PORTLAND, OREGON, SPENT TWO DAYS IN JIDDA INTERVIEWING
LUMBER, PLYWOOD, PANELING AND WOOD PRODUCTS IMPORTERS FOR
HIS OWN FIRM AND ON VOLUNTARY FACT-FINDING MISSION, AS
SUGGESTED REF (A), FOR PROPOSED NATIONAL FOREST
PRODUCTS ASSOCIATION IOGA TRADE MISSION.

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PAGE 02 JIDDA 00709 270612Z

2. HEARIN CONCLUSIONS ARE THAT SPECIALTY WOOD
PRODUCTS SUCH AS PRE-FINISHED PLYWOOD PANELING,
SHUTTERING (USED AS FORMS FOR CONCRETE POURING) AND
LUBJER CORE PLYWOOD COULD BE SOLD HERE ALTHOUGH U.S.
PRICES ARE HIGHER THAN THOSE OF PRIMARY SUPPLIERS TO
SAUDI MARKET: TAIWAN AND MALASIA. THERE IS NO
MARKET FOR FLOOR PRODUCTS (PARQUET), VENEERS FOR

LAMINATED PRODUCTS. MILLWORK PRODUCTS, E.G. FOR HIGH QUALITY LOCALLY-FABRICATED TABLES AND CABINETS, AND TREATED LUMBER FOR USE IN HUMID ENVIRONMENT, ALSO HAVE POTENTIAL. MOST SAWN LUMBER COMES FROM SWEDEN, FINLAND, PHILIPPINES, YUGOSLAVIA, ROMANIA, MALAYSIA AND TAIWAN. SOME FROM SYRIA. PLYWOOD IS MOSTLY TONED "LAUAN" FROM MALAYSIA AND TAIWAN. NFPA MISSION, IF IT DECIDES TO COME TO JIDDA, SHOULD CONCENTRATE ON SPECIALITY PRODUCTS AND NEW TECHNOLOGY RATHER THAN HOPE TO MATCH PRICES OF COMPETITION, PARTICULARLY ON BASIC LUMBER AND TIMBER.

3. EMBASSY COMMENT: EMBASSY STILL WELCOMES NFPA MISSION IF IT WISHES COME, BUT WE BELIEVE INDIVIDUAL COMPANY VISITS FROM FIRMS PRODUCING SPECIALITY PRODUCTS REPRESENTING NEW OR IMPROVED TECHNIQUES WILL HAVE BETTER RESULTS. ALSO, GIVEN RECENT CHANGE IN DATES OF STATE OF ALABAMA IOGA (IN SAUDI ARABIA APRIL 14-20), NFPA MISSION WILL HAVE TO CHANGE ITS SCHEDULE HERE. PLEASE NOTE ALSO THAT STATEMENT CONTAINED REF (C) THAT CORPS OF ENGINEERS QTE HAS INDICATED INTEREST IN BUILDING HOUSES OF WOOD CONSTRUCTION IN S.A. END QTE. IS INCORRECT, ACCORDING CORPS HEADQUARTERS, RIYADH.

4. FOLLOWING IS STRICTLY NOT FOR PUBLICATION OR SHARING WITH NFPA AND SHOULD BE TREATED AS BUSINESS CONFIDENTIAL: IN PROMOTING HIS OWN COMPANY PRODUCTS, MR. HEARIN HAD UNEXPECTEDLY GREAT SUCCESS. AT LEAST UNCLASSIFIED

UNCLASSIFIED

PAGE 03 JIDDA 00709 270612Z

THREE OF EIGHT APPOINTMENTS REQUESTED QUOTATIONS ON WIDE VARIETY OF MR. HEARIN'S PRODUCTS, PRIMARILY PRE-FINISHED PLYWOOD AND FIBERBOARD WALL PANELING AND MISC. WOOD MOLDINGS. ONE APPOINTMENT PRODUCED TRADE OPPORTUNITY FOR SAWN LUMBER, SEPTTEL. HEARIN VISIT EMPHASIZES POINT THAT PERSONAL VISIT BY AMERICAN BUSINESSMEN TO SAUDI OFFICES, WITHOUT PREARRANGED APPOINTMENTS AND PRODUCT SAMPLES IN HAND, IS BEST MARKETING TECHNIQUE HERE. PORTER

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